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# CANADIAN PATENT

- DETERGENT COMPOSITIONS
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Granted to The Procter & Gamble Company, Cincinnati, Ohio, U.S.A.

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# Background of the Invention

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The instant invention relates to granular built laundry detergent compositions which provide simultaneous laundering and softening of textiles during conventional fabric laundaring operations. Such compositions employ a combination of non-scap sypthatic descripent compounds, organic or inorganic detergent builders and particular spectite clay compounds having particular cation exchange characteristics.

Various clays materials have been utilized in many different types of detergent systems for widely diverse purposes. Clays, for example, have been disclosed for utilization as builders (Schwartz and Perry, Surface Active Agents, Interscience Publishers, Inc., 1949, pp. 232 and 399); as water-softeners (British Patent 461,221); as anti-caking \*gents (U.S. Patents 2,625,513 and 2,770,600); as suspending agents (U.S. Patents 2,594,257, 2,594,258 and 2,920,045); and as fillers (U.S. Patent 2,708,185).

It is also well known that some clay materials can be deposited on fabrics to impart softening and antistatic 20 properties thereto. Such clay deposition is generally realized by contacting fabrics to be so treated with aqueous clry suspensions (See, for example, U.S. Patents 3,033,699 and 3,594,221).

. Attempts, however, to incorporate clay materials into built detergent systems for the purpose of providing simultaneous fabric laundering and softening have not been entirely successful. Conventional detergent builders tend to retard or inhibit the tendency of clay materials to deposit on fabric surfaces, such deposition being necessary to roslize the desired fabric softening results. Furthermore, to provide the requisite uniform deposition of clay material onto fabrica being laundered, the clay material must be thoroughly and quickly dispersed throughout the fabric laundering solution during the relatively brief wash eycle.

wash clay softening have been resolved by utilizing conventional fabric softening agents such as isostearic acid or polyamine or polyquaternary amaonium compounds in combination with clay in built detergent formulations (See B.S. Patents 3,594,212 and 3,625,905). The dispersability problem can be alleviated somewhat by adding to laundering solutions built liquid detergent compositions wherein clay is suspended and therefore more easily dispersed (See B.S. Patent 2,920,245). However, such liquid heavy-duty built laundry compositions do not provide the convenience associated with granular laundry products.

Accordingly, it is an object of the present invention to provide compositions which can is employed to yield simultaneous fabric laundering and fabric softening.

It is a further object of the present invention to provide such laupdering and softening compositions in the form of built granular formulations.

It has surprisingly been discovered that by utilizing particular types of clay having particular cation exchange characteristics, these objectives can be realized and built granular fabric laundering and softening compositions can be obtained which are unexpectedly superior to similar compositions known to the prior art.

# Summary of the Invention

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The present invention encompasses granular built laundry detergent compositions comprising: (a) from about 2% to about 30% by weight of a non-soap synthetic detergent

selected from the group consisting of anionic synthetic detergents, ampholytic synthetic detergents, switterionic synthetic detergents and mixtures thereof; (b) from about 10% to about CON by weight of an organic or inorganic detergent builder salt; and (c) from about 1% to about 50% by weight of a smectite-type clay softening agent having an ion exchange capacity of at least about 50 meg/100 g, such compositions provide a solution pR of from about ? to about 12 when dissolved in water at a concentration of about 0.12% by weight. In a method aspect, the invention encompasses methods for concurrently cleansing and softening fabrics comprising laundering said fabrics in an aqueous laundry bath containing an effective amount (e.g., from about 0.02% to about 2% by weight) of a laundry detergent composition as described above.

# Detailed Description of the Invention

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Compositions of the instant invention comprise three essential components -- synthetic non-woap detergent, builder salt and clay. Each component is described in detail as follows:

#### Synthetic Detergent

from about 2% to about 30% by weight, preferably from about 5% to about 20% by weight, of the instant compositions comprise a non-noap synthetic detergent selected from the group consisting of anionic synthetic detergents, ampholytic synthetic detergents, and zwitterionic synthetic detergents. Examples of synthetic detergents of these types are described as follows:

#### Anionic Detergents

Anionic synthetic detergents include water-soluble salts, particularly the alkali metal salts, of organic sulfurie

reaction products having in their molecular structure an alkyl group containing from about 8 to about 22 carbon atoms and a moiety selected from the group consisting of sulfonic acid and sulfuric acid ester moieties. (Included in the term alkyl is the alkyl portion of higher acyl moieties.) Examples of this group of synthetic detergents which form a part of the preferred built detergent compositions of the present invention are the sodium and potassium alkyl sulfates, especially those obtained by sulfating the higher alcohols  $C_8 - C_{18}$  carbon atoms) produced by reducing the glycerides of tallow or coconut oil; sodium and potassium alkyl benzens sulfonates, in which the alkyl group contains from about 9 to about 20 carbon atoms in straight chain or branched-chain configuration, e.g. those of the type described in United States Fatents Numbers 2,220,099 and 2,477,383 (especially valuable are linear straight chain alkyl benzene sulfonates in which the average of the alkyl groups is about 11.8 carbon atoms and commonly abbreviated as C11.8LAS); sodium alkyl glyceryl ether sulfonates, especially those ethers of higher alcohols derived from tallow and coconut oil; sodium coconut oil fatty, acid monoglyceride sulfonates and sulfates; sodium and potassium salts of sulfuric acid esters of the reaction product of one mole of a higher fatty alcohol (e.g. tallow or coconut oil alcohols) and about 1 to 6 moles of ethylene oxide; sodium and potassium salts of alkyl phenol ethylene oxide ether sulfates with about 1 to about 10 units of ethylene oxide per molecule and in which the alkyl groups contain from about 8 to about 12 carbon atoms.

Anionic phosphate scrfactants are also useful in the present invention. These are surface active materials having substantial detergent capability in which the anionic

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solubilizing group connecting hydrophobic moieties is an oxy acid of phosphorus. The more common solubilizing groups, of course, are -SO<sub>4</sub>H and -SO<sub>3</sub>H. Alkyl phosphate esters such as (R-O)<sub>2</sub>PO<sub>2</sub>H and ROPO<sub>3</sub>H<sub>2</sub> in which R represents an alkyl chain containing from about 8 to about 20 carbon atoms are useful herein.

These phosphate esters can be modified by including in the molecule from one to about 40 alkylene oxide units, e.g., athylene oxide units. Formulae for these modified phosphate anionic detergents are

in which R represents an alkyl group containing from about 8 to 20 carbon atoms, or an alkylphenyl group in which the alkyl group contains from about 8 to 20 carbon atoms, and If represents a soluble cation such as hydrogen, sodium, potsesium, ammonium or substituted ammonium; and in which a is an integer from 1 to about 40.

Another class of suitable anionic organic detergents
particularly useful in this invention includes salts of
2-acyloxy-alkane-1-sulfonic acids. These salts have the
formula

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where  $R_1$  is alkyl of about 9 to about 23 carbon atoms (forming with the two carbon atoms an alkane group);  $R_2$  is alkyl of 1 to about 8 carbon atoms; and H is a water-soluble cation.

The water-soluble cation, H, in the hereinbefore described structural formula can be, for example, an alkali metal cation (e.g., sodium, potassium, lithium), ammonium or substituted-ammonium cation. Specific examples of substituted ammonium cations include methyl-, dimethyl-, and trimethyl- ammonium cations and quaternary ammonium cations such as tetramethyl-ammonium and dimethyl piperidinium cations and those derived from alkylamines such as ethyl-amine, diethylamine, triethylamine, mixtures thereof, and the like.

sulfonates, or alternatively 2-acyloxy-alkane-1-sulfonates, useful herein include the sodium salt of 2-acetoxy-tridecane-1-sulfonic acid; the potassium salt of 2-propionyloxy-tetradecane-1-sulfonic acid; the lithium salt of 2-butanoyloxy-tetradecane-1-sulfonic acid; the sodium salt of 2-pentanoyloxy-pentadecane-1-sulfonic acid; the sodium salt of 2-acetoxy-hexadecane-1-sulfonic acid; the potassium salt of 2-acetoxy-tetradecane-1-sulfonic acid; the sodium salt of 2-acetoxy-heptadecane-1-sulfonic acid; the sodium salt of 2-acetoxy-notadecane-1-sulfonic acid; the lithium salt of 2-acetoxy-notadecane-1-sulfonic acid; the sodium salt of 2-acetoxy-uncosane-1-sulfonic acid; the sodium salt of 2-acetoxy-uncosane-1-sulfonic acid; the sodium salt of 2-propionyloxy-docosane-1-sulfonic acid; the isomers thereof.

proferred beta-acyloxy-alkane-1-sulfonate salts
herein are the alkali metal salts of beta-acetoxy-alkane1-sulfonic acids corresponding to the above formula wherein
R<sub>1</sub> is an alkyl of about 12 to about 16 carbon atoms, these
salts being preferred from the standpoints of their excellent
cleaning properties and ready availability.

Typical examples of the above described beta-acetoxy

Patent 650,323 issued July 9, 1963, discloses the preparation of certain 2-acyloxy alkanesulfonic acids. Similarly, U.S. Patents 2,094,451 issued September 28, 1937, to Guenther et al. and 2,086,215 issued July 6, 1937 to DeGroote disclose certain salts of beta-acetoxy alkanesulfonic acids.

Another preferred class of anionic detergent compounds harein, both by virtue of superior cleaning properties and low sensiti lty to water hardness (Ca++ and hg++ ions) are the alkylatei o-sulfocarboxylates, containing about 10 to about 23 carbon atoms, and having the formula

wherein R is C<sub>8</sub> to C<sub>20</sub> alkyl, M is a water-soluble cation as hereinbefore disclosed, preferably sodium icn, and R' is short-chain alkyl, e.g., methyl, ethyl, porpyl, and butyl. These compounds are prepared by the esterification of a-sulfonated carboxylic acids, which are commercially available, using standard techniques. Specific examples of the alkylated a-sulfocarboxylates preferred for use herein include:

sumonium methyl-a-sulfopalmitate, tricthanclammonium ethyl-a-sulfostearate, sodium methyl-a-sulfopalmitate, sodium ethyi-a-sulfopalmitate, sodium butyl-a-sulfopalmitate, potassium methyl-c-sulfolaurate, lithium methyl-a-sulfolaurate,

30 as well as mixtures thereof.

A preferred class of anionic organic detergents

are the \$-alkyloxy alkane sulfonstes. These compounds have the following formula:

$$R_1 - C - C - SO_3H$$

where R, is a straight chain alkyl group having from 6 to 20 carbon atoms, R, is a lover alkyl group having from 1 (nreferred) to 3 carbon atoms, and H is a water-soluble cation as hereinbefore described.

Specific examples of \$-alkyloxy alkane sulfonates, or altornatively 2-alkyloxy-alkane-1-aulfonates, having low ardness (calcium ion) sensitivity useful herein to provide superior cleaning levels under household washing conditions include:

> potassium-\$-methoxydecanesulfonate, sodium 2-methoxytridecanesulfonate, potassium 2-ethoxytetradecylsulfonate, sodium 2-isopropoxyhexadecylsulfonate, lithium 2-t-butoxytetralecylsulfonate, sodium β-methoxyoctadecylsulfonate, and ammonium 6-n-propoxydodecylsulfonate.

Other synthetic anionic detergents useful herein are alkyl ether sulfates. These materials have the formula RO(C,H,O) SO3H wherein R is alkyl or alkenyl o. about 10 to about 20 carbon atoms, x is 1 to 30, and H is a watersoluble cation as defined hereinbefore. The alkyl ether sulfates useful in the present invention are condensation products of ethylene oxide and monohydric alcohols having about 10 to about 20 carbon atoms. Preferably, R has 14 to 18 carbon stoms. The alcohols can be derived from fats, e.g., coconut oil or tallow, or can be synthetic. Lauryl

preferred herein. Such alcohols are reacted with 1 to 30, and especially 6, molar proportions of ethylene exide and the resulting mixture of molecular species, having, for example, an average or 5 woles of ethylene exide yer mole of alcohol, is sulfated and neutralized.

Specific examples of alkyl ather sulfaces of the present invention are sodium coconut alkyl echylene glycol ether sulfate; lithium tallow alkyl triethylene glycol ather sulfate; and sodium tallow alkyl hexaoxyethylene sulfate.

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Preferred herein for reasons of excellent cleaning properties and ready availability are the alkali metal coconut— and tallow-alkyl oxyethylens ether sulfates having an average of about 1 to about 10 oxyethylene moieties. The alkyl ether sulfates of the present invention are known compounds and are described in U.S. Patent 3,332,876, to Walker (July 25, 1967).

Additional examples of anionic non-soap synthetic detergents, which come within the terms of the present invention are the reaction product of fatty acids esterified with isethionic acid and neutralized with sodium hydroxide where, for example, the fatty acids are derived from coconut oil; sodium or potassium salts of fatty acid amides of methyl tauride in which the fatty acids, for example, are derived from coconut oil. Other anionic synthetic detergents of this variety are set forth in United States Patents 2,486,921; 2,486,922; and 2,396,278.

Additional examples of anionic, non-soap, synthetic

detergents, which come within the terms of the present
invention, are the compounds which contain two anionic

functional groups. These are referred to as di-anionic detergents. Suitable di-anionic detergents are the disulfonates, disulfates, or mixtures thereof which may be represented by the following formulae:

R(-C<sub>3</sub>)<sub>2</sub>H<sub>2</sub>, R(SO<sub>4</sub>)<sub>2</sub>M<sub>2</sub>, R(SO<sub>3</sub>)(SO<sub>4</sub>)M<sub>2</sub>, where R is an acyclic aliphatic hydrocarbyl group having 15 to 20 carbon atoms and H is a water-solubilizing cation, fr- 'xample, the C<sub>15</sub> to C<sub>20</sub> disodium 1,2-alkyldisulfates, C<sub>15</sub> to C<sub>20</sub> dipotassium-1,2-alkyldisulfonatus or disulfates, disodium 1,9-hexadecyl disulfates, C<sub>15</sub> to C<sub>20</sub> disodium-1,2-alkyldisulfonates, disodium 1,9-stearyldisulfates and 6,10-octadecyldisulfates.

The aliphatic portion of the disulfates or disulfcnates is generally substantially linear, thereby imparting desirable biodegradable properties to the detergent compound.

many cations known in the detergent art, i.m.. the alkali metals, and the ammonium cations, as well as other metals in group IIA, IIB, IIIA, IVA and IVB of the Periodic Table except for boron. The preferred water-solubilizing cations are sodium or potassium. These diamionic detergents are more fully described in British Letters Patent 1,151,392 which claims priority on an application made in the United States of America (No. 564,556) on July 12, 1966.

Still other anionic synthetic detergents include the class designated as succinamates. This class includes such surface active agents as disodium N-octadecylsulfo-succinamate; tetrasodium N-(1,2-dicarboxyethyl)-N-octadecyl-sulfo-succinamate; diamyl ester of sodium sulfosuccinic acid; dioctyl ester of sodium sulfosuccinic acid; dioctyl

esters of sodium sulfosuccinic acid.

herein are olefin sulfonates having about 12 to about 24 carbon atoms. The term "olefin sulfonates" is used herein to mean cow ounds which can be produced by the sulfonation of a-olefins by means of uncomplexed sulfur trioxide, followed by neutralization of the acid reaction mixture in conditions such that any sultones which have been formed in the reaction are hydrolyzed to give the corresponding bydroxy-alkanersulfonates. The sulfur trioxide can be liquid or gaseous, and is usually, but not necessarily, diluted by inert diluents, for example by liquid SO<sub>2</sub>, chlorinated hydrocarbons, etc., when used in the liquid form, or by air, nitrogen, gaseous SO<sub>2</sub>, etc., when used in the gasecus form.

The q-olding from which the olefin sulfonates are derived are monc-olefins having 12 to 24 carbon atoms, preferably 14 to 16 carbon atoms. Preferably, they are straight chain olefins. Examples of suitable 1-olefins include 1-dodecene; 1-tetradecene; 1-hexadecene; 1-octadecene; 1-eicosene and 1-tetracosene.

In addition to the true alkene sulfonates and a proportion of hydroxy-alkanesulfonates, the olefin sulfonates can contain minor amounts of other materials, such as alkene disulfonates depending upon the reaction conditions, proportion of reactants, the nature of the starting olefins and impurities im the olefin stock and side reactions during the sulfonation process.

A specific anionic detergent which has also been found excellent for use in the present invention is described more fully in the U.S. Patent 3,332,880 of

Phillip F. Pfloumer and Adrian Kessler, issued July 25, 1967, titled "Detargent Composition".

of all the above-descrised types of anionic surfactants, preferred compounds include sedium linear alkyl benzene sulfonate wherein the alkyl chain averages from about 10 to 18, more preferably about 12, carbon atoms in length, sodium tallow alkyl sulfate; 2-acetoxy-tridecane-1-sul paic acid; sodium set the sodium coconut alkyl athylane glycol ther sulfonate; the sodium salt of the sulfuric acid ester of the resction product of one mole of tallow alcohol and three moles of ethylane oxide; and mixtures thereof.

Ampholytic Synthetic Detergents

Ampholytic synthetic detergents can be broadly described as derivatives of aliphatic or aliphatic derivatives of heterocyclic secondary and tertiary amines in which the aliphatic radical may be straight chain or branched and wherein one of the aliphatic substituents centains from about 8 to 18 carbon atoms and at least one contains an anionic water-solubilizing group, e.g., carboxy, sulfonate, sulfato. Examples of compounds falling within this definition are sodium 3-(dodecylamino)-propionate, sodium 3-(dodecylamino)propane-1-sulfonate, sodium 2-(dodecylamino)ethyl sulfate, sodium 2-(dimethylamina) octadecanoste, disodium 3-(N-carboxymethyldodecylamino)propane-l-sulfonate, disodium octadecyl-iminodiszetate, sodium 1-carhoxymethy1-2-undecylimidazole, and sodium N. N-bis(2-hydroxyethy1)-2-sulfato-3-dodecoxypropylamine. Sodium 3-(dodecylamino)propanc-l-sulfonate is preferred.

Zwitterionic Synthetic Detergent:
Zwitterionic surfactants can be broadly described

of hethrocyclic secondary and tertiary amines, derivatives of hethrocyclic secondary and tertiary amines, or derivatives of quaternary ammonium, quaternary phosphonium or tertiary sulfaculum compounds. The cationic atom in the quaternary compound can be part of a heterocyclic ring. In all of these compounds there in at least one sliphatic group, atraight chain or branched, containing from about 3 to 18 carbon atoms and at least one aliphatic substituent containing an amionic vater-solubilizing group, e.g., carboxy, sulfonate, sulfato, phosphato, or phosphono. Examples of various classes of zwitterionic surfactants operable herein are described as

1. Compounds corresponding to the general formula

$$R_1 = \frac{e_1^{(R_2)}x}{e_1^{(R_1)} - R_3} - z^8$$

wherein R<sub>1</sub> is alkyl, alkenyl or a hydroxyalkyl containing from about 8 to about 18 carbon atoms and containing if desired up to about 10 ethylene oxide moieties and/or a glyceryl moiety; Y is nitrogen, phosphorus or sulfur, R2 is alkyl or monohydroxyalkyl containing 1 to 3 carbon atoms; x is 1 when Y<sub>1</sub> is S, 2 when Y<sub>1</sub> is N or P; N<sub>3</sub> is alkylene or hydroxyalkylene containing from 1 to about 5 carbon atoms; and Z is a carboxy, sulfonate, sulfate, phosphate or phosphonate group. Examples of this class of zwitterionic surfactants include 3-(N,N-dimethyl-N-hexadecylammonto)propane-1-sulfonate; 3-(N,N-dimethyl-N-hexadecylammonio)-2-bydroxypropane-1-sulfonate; 2-(N,N-dimethyl-N-dodecylammonio) acstate; 3-(N,N dimethyl-N-dodecylammonio)propionate; 2-(N,N-dimethyl-N-octadecylammonio)ethane-1-sulfate; 3-(P,P-dimethyl-P-dodecylphosphonio)propane-1-sulfonate; 2-(S-methyl-S-tert-hexadecylaulfonio)ethane-l-gulfonate;

3-(2-methyl-5-dodecylaulfonio)propionate; 4-(5-methyl-5tetradecylsulfonio) butyrate; 3-(N,N-dimethyl-N-4-dodecemylammonio)propane-l-sulfonate; 3-(N,N-dimethyl-N-2-diethoxyhexadecylammonio) propane-1-phosphate; and 3-(N,N-dimethyl-N-4-glyceryldodecylameonio)propiousts.

Preferred compounds of this class from a commercial standpoint are 3-(K,H-dimethyl-H-hexadecylammonio)-2-hydroxypropane-1-sulfonate; 3-(N,N-dimethyl-N-alkylammonic)-2-hydroxypropane-1-sulfonate, the alkyl group being derived 10 from tallow fatty alcohol; 3-(N,N-dimethyl-N-bexadecylammonic) propanc-l-sulfonate; 3-(N,N-dimethyl-N-tetradecylammonic)propane-1-sulfonate; 3-(M,N-dimethyl-N-alkylammonio)-2-hydroxypropane-1-sulfonste, the alkyl group being derived from the middle cut of coconut fatty alcohol; 3-(N,N-dimethyldodecylammonio)-2-bydroxypropane-1-sulfonate; 4-(N,N-dimethyl-tetradecylammonio)butane-l-sulfonate; 4-(N,N-dimethyl-N-hexadecylammonio) butane-1-sulfonate; 4-(N,N-dimethyl-hexadecylammonio)butyrate; 6-(H, M-dimethyl-M-octadecylammonio) hexanoate; 3-(M, M-dimethyl-N-eicosylammonio)-3-methylpropane-1-sulfonate; and 6-(N,Ndimethyl-N-hexadecylaumonio)hexanoate.

Heans for preparing many of the surfactant compounds of this class are described in U.S. Patents 2,129,264, 2,774,786, 2,813,898, 2,828,332 and 3,529,521 and; German Patent 1,613,421.

2. Compounds having the general formula:

wherein  $R_{\underline{A}}$  is an alkyl, cycloalkyl, aryl, aralkyl or alkaryl group containing from 10 to 20 carbon atoms; H

is a bivalent radical selected from the group consisting of aminocarbonyl, carbonylamino, carbonyloxy, aminocarbonylamino, the corresponding thio groupings and substituted amino derivatives; R5 and R8 are alkylene groups containing from 1 to 12 carbon atoms; R is alkyl or hydroxyalkyl containing from 1 to 10 carbon atoms; R, is selected from the group consisting of L groups R4-H-R5, and -Racoome wherein R4, R5, R6 and R8 are as defined above and Me is a monovalent salt-forming cation. Compounds of the type include H, H-bis(oleylamidopropyl)-H-methyl-M-carboxymethylammonium betaine; M,N-bis(stearamidopropyl)-N-methyl-N-carboxymethylammonium betaine; N-(stearsmidopropyl)-N-dimethyl-N-carboxymethylamnonium hetaine; N,H-bis(oleylamidopropyl)-N-(2-hydroxyethyl)-N-carboxymethylamnonium betaine; and N-N-bis-(stearsmidopropy1)-N-(2-hydroxyethy1)-N-carboxymethylammonium betaine. Iwitterionic surfactants of this type are preparing in accordance with methods described in U.S. Patent 3,265,719 and DAS 1,018,421.

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3. Compounds having the general formula:

$$R_9 - CH - (CH_2)_m - CH - SO_3^6$$
 $R_{11} R_{12} R_{13}$ 

wherein  $R_9$  is an alkyl group,  $R_{10}$  is a hydrogen atom or  $z_0$  alkyl group, the total number of carbon atoms in  $R_9$  and  $R_{10}$  being from 8 to 16 and  $R_{11}$   $R_{12}$   $R_{13}$ 

quaternary ammonio group in which each group R11. R12

and R<sub>13</sub> is an alkyl or hydroxyalkyl group or the groups R<sub>11</sub>, R<sub>12</sub> and R<sub>13</sub> are conjoined in a heterocyclic ring and n is 1 or 2. Examples of suitable switterionic surfactants of this type include the γ and δ hexadecyl pyridino sulphobetaines, the γ and δ hexadecyl γ-picolino sulphobetaines, the γ and δ tetradecyl pyridino sulphobetaines and the hexadecyl trimethylammonic sulphobetaines. Preparation of such switterionic surfactants is described in South African patent application 69/5788, published March 31, 1971.

4. Compounds having the general formula

$$\begin{array}{c} R_{15} \\ R_{14} \\ \hline \\ R_{16} \end{array} + R_{17} - Z_1$$

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wherein R14 is an alkarylmethylene group containing from about 8 to 24 carbon atoms in the alkyl chain; R15 is selected from the group consisting of R14 groups and alkyl and hydroxyalkyl groups containing from 1 to 7 carbon atoms; R<sub>16</sub> is alkyl or hydroxyalkyl containing from 1 to 7 carbon atoms; R17 is alkylene or hydroxyalkylene containing from 1 to 7 carbon atoms and Z1 is selected from the group consisting of sulfonate, carboxy and sulfate. Examples of switterionic surfactants of this type include 3-(Ndodecylbenzyl-H, N-dimethylammonio) propane-l-sulfonate; 4-(N-dodecylbenzyl-N, N-dimethylammonio)butane-1-sulfonate; 3-(N-hexadecylbenzyl-N,N-dimethylammonio)propane-1-sulfonate; 3-(N-dodecylbenzyl-N,N-dimethylammonio)propionata; 4-(N-hexadecylbenzyl-N,N-dimethylammonio)butyrate; 3-(Ntetradecylbensyl-W, N-dimethylammonio) propone-1-sulfate; 3-(N-dodecylbenzyl-N, N-dimethylammonio)-2-hydroxypropane1-sulfonate; 3- [N,N-di(dodecylbenzyl)-N-methylammonio] propane-1-sulfonate; 4- [N,N-di(hexadecylbenzyl)-N-methylammonio] butyrate; and 3- [N,E-di(tetradecylbenzyl)-N-methylammonio] -2-hydroxypropane-1-sulfonate.

Zuitterionic surfactants of this type as well as thody for their preparation are described in U.S. Patents 2.097.116: 2,697,656 and 2,669,991 and Canadian Patent 882.364.

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5. Compounds having the general formula:

$$R_{18} = R_{20} + R_{21} - R_{22} - SO_{3}^{\theta}$$

wherein  $R_{18}$  is an alkylphenyl, cycloalkylphenyl or alkenylphenyl group containing from 8 to 20 carbon atoms, in the alkyl, cycloalkyl or alkenyl moiety;  $R_{19}$  and  $R_{20}$  are each aliphatic groups containing from 1 to 5 carbon atoms;  $R_{21}$  and  $R_{22}$  are each hydrogen atoms, hydroxyl groups or aliphatic groups containing from 1 to 3 carbon atoms and  $R_{23}$  is an alkylene group containing from 2 to 4 carbon atoms.

Examples of switterionic surfactants of this type include 3-(N-dodecylphenyl-N, N-dimethylammonio)propane-1-sulfonate; 4-(N-hexadecylphenyl-N, N-dimethyl)butane-1-sulfonate; 3-(N-tetradecylphenyl-N, N-dimethylammonio)-3,3-dimethylpropane-1-sulfonate and 3-(N-dodecylphenyl-N, N-dimethylammonio)-3-hydroxypropane-1-sulfonate. Compounds of this type are described more fully in British Patents 970,883 and 1,046,252.

Of all the above-described types of zwitterionic surfactants, preferred compounds include 3(N,N-dimethyl-N-alkylammonio)-propane-l-sulfonate and 3(N,N-dimethyl-N-

alkylammonio) -2-hydroxypropane-1-sulfonate wherein in both compounds the alkyl group averages 14.8 carbon atoms in length; 3(N,N-dimethyl-N-hoxadecylammonie)-propane-1-sulfonate; 3(N,N-dimethyl-N-hexadecylammonio)-2-hydroxypropane-1-sulfonate; 3-(N-dodecylbensyl-N,N-dimethylammonio)-propane-1-sulfonate; (N-dodecylbensyl-N,N-dimethylammonio) acetate; 3-(N-dodecylbensyl-N,N-dimethylammonio) acetate; 3-(N-dodecylbensyl-N,N-dimethylammonio) propionate; 6-(N-dodecylbensyl-N,N-dimethylammonio) hexanoate; and (N,N-dimethyl-N-hexadacylammonio) acetate.

#### Builder Salts

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The detergent compositions of the instant invention contain, as an essential component, an alkaline, polyanionic detergent builder salt. In the present compositions these water-soluble alkaline builder salts serve to maintain the pH of the laundry solution in the range of from about 7 to about 12, preferably from about 8 to about 11. Furthermore, these builder salts enhance the fabric cleaning performance of the overall compositions while at the same time serve to suspend particulate soil released from the surface of the fabrics and prevent its redeposition on the fabric surfaces. Surprisingly, although the detergency builder salts serve to suspend clay soils of the caolinite and illite types and prevent their redeposition on fabrics, they do not appear to interfere with the deposition on fabric surfaces of the smectite-type clay softeners used herein. Furthermore, these polyanionic builder salts have been found to cause the smectitetype clays present in the granular detergent formulations of the invention to be readily and homogeneously dispersed throughout the aqueous laundering medium with a minimum of agitation. The homogeneity of the clay dispersion is necessary for the clay to function effectively as a fabric

softener, while the ready dispersability allows granular detergent compositions to be formulated.

Buitable detergent builder salts useful herein can be of the poly-valent inorganic and poly-valent organic types, or mixtures thereof. Non-limiting examples of suitable vater-soluble, inorganic alkaline detergent builder salts include the alkali metal carbonates, borates, phosphates, polyphosphates, tripolyphosphates, bicarbonates, and sulfates. Specific examples of such salts include the sodium and potassium tetra-borates, perborates, bicarbonates, carbonates, tripolyphosphates, orthophosphates and hexametaphosphates.

Examples of suitable organic alkaline detergency builder salts are: (1) water-soluble amino polyacetates, e.g., sodium and potassium ethylenediaminetetrascetates, nitrilotriacetates and N-(2-bydroxyethyl)nitrilodiacetates; (2) water-soluble salts of phytic acid, e.g., sodium and potassium phytates; (3) water-soluble polyphosphonates, including, sodium, potassium and lithium salts of ethane-l-hydroxy-l,l-diphosphonic acid; sodium, potassium and lithium salts of methylenediphosphonic acid and the like.

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Additional organic builder salts useful herein include the polycarboxylate materials described in U.S. Fatent 2,264,103, including the water-soluble alkali metal salts of mellitic acid. The water-soluble salts of polycarboxylate polymars and copolymers such as are described in U.S. Fatent 3,305,067, are also suitable herein. It is to be understood that while the alkali metal salts of the foregoing inorganic and organic poly-valent anionic builder salts are preferred for use herein from an economic standpoint, the aumonium, alkanolammonium, e.g., triethanolammonium, diethanolammonium, and the like, water-soluble salts of any of the foregoing

builder snions are useful herein.

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Mixtures of organic and/or inorganic builders can be used herein. One such mixture of builders is disclosed in Canadian Patent 755,038, e.g., a ternary mixture of sodium tripolyphosphate, trisodium nitrilotriacetate and trisodium ethane-1-hydroxy-1,1-diphosphonate.

While any of the foregoing alkaline poly-anionic builder materials are useful herein, sodium tripolyphosphate, sodium nitrilotriacetate, sodium mellitate, sodium citrate and sodium carbonate are preferred herein for this builder use. Sodium tripolyphosphate is especially preferred herein as a builder both by virtue of its detergency builder activity and its ability to homogeneously and quickly disperse the smectite clays throughout the aqueous laundry media without interfering with clay deposition on the fabric surface. Sodium tripolyphosphate is also especially effective for suspending illite and kaolinite clay soils and retarding their redeposition on the fabric surface.

The detergent builders are used at concentrations of from about 10% to about 60%, preferably 20% to 50%, by weight of the detergent compositions of this invention.

#### Clay Compounds

The third asscatial component of the present compositions consists of particular smectite clay materials to provide fabric softening concurrently with fabric cleansing. These smectite clays are present in the detergent compositions at levels from about 1% to about 50%, preferably from 5% to 15% by weight, of the total compositions.

The clay minerals used to provide the softening properties of the instant compositions can be described as expandable, three-layer clays, i.e., alumino-milicates and

least 50 meg/100 g. of clay. The term "expandable" as used to describe clays relates to the ability of the layered clay structure to be swollen, or expanded, on contact with water. The three-layer expandable clays used herein are those materials classified geologically as smectites.

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There are two distinct classes of smectite-type clays; in the first, aluminum oxide is present in the silicate crystal lattice; in the second class of smectites, magnesium oxide is present in the silicate crystal lattice. The general formulas of these smectites are Al<sub>2</sub>(Si<sub>2</sub>0<sub>5</sub>)<sub>2</sub>(OH)<sub>2</sub> and  $Mg_3(Si_2O_5)_2(OB)_2$ , for the aluminum and magnesium oxide type clay, respectively. It is to be recognized that the range of the water of hydration in the above formulae can vary with the processing to which the clay has been subjected. This is immaterial to the use of the smectite clays in the present invention in that the expandable characteristics of the hydrated clays are dictated by the silicate lattica structure. Furthermore, atom substitution by iron and magnesium can occur within the crystal lattice of the smectites, while metal cations such as Na+, Ca++, as well as H+, can be co-present in the water of hydration to provide electrical neutrality. Except as noted hereinafter, such cation substitutions are impaterial to the use of the clays herein since the desirable physical properties of the clays are not substantially altered thereby.

The three-layer, expandable slumino-silicates useful herein are further characterized by a dioctahedral crystal lattice, while the expandable three-layer magnesium silicates have a trioctahedral crystal lattice.

As noted bereinshove, the clays employed in the

compositions of the instant invention contain cationic counterions such as protons, sodium ions, potassium ions, calcium ion, magnesium ion, and the like. It is customary to distinguish between clays on the basis of one cation predominently or exclusively absorbed. For example, a sodium clay is one in which the absorbed cation is predominently sodium. Such absorbed cations can become involved in exchange reactions with cations present in aqueous solutions. A typical exchange reaction involving a smectite-type clay is expressed by the following equation:

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exectite clay (Ha)  $\pm$  NH<sub>4</sub>OH  $\Longrightarrow$  exectite clay (NH<sub>4</sub>)  $\pm$  HaOH Since in the foregoing equilibrium reaction, one equivalent weight of ammonium ion replaces an equivalent weight of sodium, . it is customary to measure cation exchange capacity (sometimes termed "base exchange capacity") in terms of milliequivalents per 100 g. of clay (meg./100 g.). The cation exchange capacity of clays can be measured in several ways, including by electrodialysis, by exchange with ammonium ion followed by titration or by a methylene blue procedure, all as fully set forth in Grimshaw, "The Chemistry and Physics of Clays", pp. 264-265, Interscience (1971). The cation exchange capacity of a clay mineral relates to such factors as the expandable properties of the clay, the charge of the clay, which, in turn, is determined at least in part by the lattice structure, and the like. The ion exchange capacity of clays varies widely in the range from about 2 mag/100 g. for kaolimites to about 150 meg/100 g., and greater, for certain clays of the montmorillonits variety. Illite clays have an ion exchange capacity somewhere in the lower portion of the range, 1.e., around 26 meg/100 g. for an average illite clay. 30

It has been determined that illite and kaolinite

clays, with their relatively low ion exchange capacities, are not useful in the instant compositions. Indeed, such illite and kaolinite clays constitute a major component of clay scils and, as noted above, are removed from fabric surfaces by means of the instant compositions. However, smectites, such as nontronite, having an ion exchange capacity of approximately 50 meg/100 g., saponite, which has an ion exchange capacity of around 70 meg/100 g., and montmorillonite, which has an ion exchange capacity greater than 70 meg/100 g., have been found to be useful in the instant compositions in that they are deposited on the fabrics to provide the desired softening benefits. Accordingly, clay minerals useful herein can be characterized as expandable, three-layer smectite-type clays having an ion exchange capacity of at least about 50 meg/160 g.

While not intending to be limited by theory, it appears that the advantageous softening (and potentially dye scavenging, etc.) benefits of the instant compositions are ascribable to the physical characteristics and ion exchange proporties of the clays used therein. That is to say, experinents have shown that non-expandable clays such as the kaolinites and the illites, which are both classes of clays having ion exchange capacities below 50 meg/100 g., do not provide the beneficial aspects of the clays employed in the instant compositions. Furthermore, the unique physical and electrochemical properties of the spectite clays apparently cause their interaction with, and dispersion by, the poly-anionic builder salts used in the instant compositions. Thus, it has now been found that, rather than agglomerating to form viscous gels when contacted by water, the smectite clays used herein can be added to aqueous laundry baths in granular compositions containing poly-anionic detergency builders of

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the type disclosed herein to yield homogeneous, stable clay suspensions. The problems of galling and agglomeration usually ancountered when exectite clays are added to aqueous media in solid form are alleviated by the presence of the builder. Apparently, the negative electrical charges on the builder anions serve to regular the clay particles, thereby providing the desired homogeneous clay dispersion and preventing agglomeration. Whatever the reason for the advantageous co-action of the detergency builder and smectite clays used herein, the combination of the poly-amionic determency builders with the expandable, three-layer, dioctahedral alumino-silicates and expandable, three-layer, trioctahedral magnesium silicates providue a means whereby such smectite clays can be added to a surfactant-containing media in solid form to provide the homogeneous clay dispersion required for effective fabric softening.

The smectite clays used in the compositions herein are all commercially available. Such clays include, for example, montmorillonite, volchonskoite, nontronite, hectorite, saponite and sauconite. The clays herein are available under various trademarks, for example, Thixogel #1\* and Gelwhite GP\* from Georgia Kaolin Co., Elizabeth, New Jersey; Volclay BC\* and Volclay #325\*, from American Colloid Co., Skokie, Illinois; Black Hills Bentonite BH450\*, from International Minerals and Chemicals; and Vesgum Pro\* and Vesgum V\*, from R.T. Vanderbilt. It is to be recognized that such smectite-type minerals obtained under the foregoing trademarks can comprise mixtures of the various discreet mineral entities. Such mixtures of the smectite minerals are suitable for use herein.

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While any of the smoctite-type clays having a cation

berein, certain clays are preferred. For example, Gelwhite GP is an extremely white form of smectite clay and is therefore preferred when formulating white granular detergent compositions. Volclay BC, which is a smectite-type clay mineral containing at least 3% of iron (expressed as Fe<sub>2</sub>n<sub>3</sub>) in the crystal lattice, and which has a very high ion exchange capacity, is one of the most efficient and effective clays for use in laundry compositions and is preferred from the standpoint of product performance. On the other hand, certain smectite clays marketed under the name "bentonite" are sufficiently contaminated by other silicate minerals that their ion exchange capacity falls below the requisite range, and such clays are of no use in the instant compositions.

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Appropriate clay minerals for use herein can he selected by virtue of the fact that smectites exhibit a true 14A x-ray diffraction pattern. This characteristic pattern, taken in combination with exchange capacity measurements performed in the manner noted above, provides a basis for selecting particular smectite-type minerals for use in the granular detergent compositions disclosed herein.

#### Optional Components

The detergent compositions disclosed herein can contain other materials commonly used in such compositions. For example, various soil-suspending agents such as carboxy-methylcellulose, corrosion inhibitors, dyes, fillers such as sodium sulfate and silica, optical brighteners, suds boosters, suds depressants, germicides, anti-tarnishing agents, phadjusting agents such as sodium silicate, enzymes, and the like, well-known in the art for use is detergent compositions, can also be employed herein. Bound water can also be present

in said detergent compositions.

The clay-containing detergent compositions of this invention are in granular form. The compositions can be prepared by simply admixing the appropriate ingredients in dry form. The compositions are then added to water to provide a laundering liquor containing the instant compositions to the extent of from about 0.02% to about 2% by weight. Soiled fabrics are added to the laundering liquor and cleansed in the usual manner. The effective amount of the detergent compositions to be used will depend to an extent on the weight of clothes being laundered and their degree of soiling. Aqueous laundering baths containing said compositions provide adaquate cleaning and softening benefits with soiled fabrics, especially cotton and cotton/polyester blends. The suspended clay material found in the laundering liquor also serves to adsorb fugitive dye in solution, thereby reducing or inhibiting dye transfer.

The granular built detergent compositions and the fabric laundering and softening process of the instant invention are illustrated by the following examples. Desized cotton terry washcloths were washed in aqueous solutions having dissolved therein various clay-containing built granular determent compositions of the instant invention. Softness of the terry swatches so washed was compared with the softness of terry swatches washed in an equivalent concentration of the tame built granular detergent without the clay, as well as with the softness of terry swatches washed in this same no-clay detergent solution followed by rinsing in water containing a commercially available fabric softener, Downy. Composition and solution concentrations are described in Table I below.

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The terry swatches were wash\_i for 10 minutes in a miniature agitator containing two gallons of washing liquor at 120°F. and 7 gr/gal. artificial hardness. The swatches comprised 4% by weight of the washing liquor. After washing, the swatches were spun dry and rinsed with two gallons of water at 120°F. and 7 grains/gallon artificial hardness.

Swatches were than dried in a conventional electric dryer.

After neveral treatment cycles, the test and control swatches were graded tactilely for softness by a panel of three to five judges making paired comparisons of all swatches. Graders assigned an integer grade of from 0 to 4 on a linear scale to the softer treatment of each pair, assigning the higher grades to corresponding larger differences in softness.

The data obtained were analyzed statistically to obtain mean softness grades (panel score units) for each treatment and a statistical estimate of the least significant difference (LSD) at the 95% confidence level. Results of the softening tests appear in Table I.

TABLE 1

| Г |   |       |       |              |           |         |       |  |
|---|---|-------|-------|--------------|-----------|---------|-------|--|
|   | Component - Wt. 8                             | 1     | 2     | mpositi<br>3 | 4         | 5       |       |  |
| , | Anionic Surfactant*                           | 16.8  | 16.8  | 16.8         | 15.3      | 8.4     | 16.8  |  |
| 1 | Sodium tripoly-<br>phosphate                  | 32.9  | 32.9  | 32.9         | 45.0      | 24.7    | 49.5  |  |
| Ì | Sodium Silicate                               | 5.9   | 5.9   | 5.9          | 5.37      | 2.9     | 5.9   |  |
|   | Sodium Sulfate                                | 19.6  | 29.6  | 29.6         | 12.8      | 7.0     | 14.1  |  |
|   | Miscellaneous minors                          | , 4.1 | 4.1   | 4.1          | 2.8       | 1.6     | 3.1   |  |
|   | Gelwhite GP**                                 | 10.0  |       |              |           |         |       |  |
|   | Volclay BC***                                 |       |       |              | 9.1       | 50.0    |       |  |
|   | Moisture                                      | 4     |       | Bal          | _ Balance |         |       |  |
| ) | Solution Concentration (Wt. %) of Composition | 0.104 | 0.104 | 0.104        | 0.11      | 0.20    | 0.10  |  |
|   | Solution pH                                   | 9.5   | 9.2   | 9.2          | 9.3       | 9.3     | 9.2   |  |
|   | Rinse   | Water | Wate  | Down<br>(0.0 | 7         | T Water | Water |  |
|   | Number of Cycles                              | 4     | 4     | 4            | 2         | 2       | 2     |  |
|   | Mean Softness Grad<br>(Panel Score Units      | 0.8   | -2.   | 1 0.2        | -0.       | 5 1.7   | -2.0  |  |
| 5 | Least Significant<br>Nifference (LSD)         | 0.9   |       |              |           | 1.0     |       |  |

<sup>\*</sup> A mixture in a 1.22:1 wt. ratio of sodium tallow alkyl sulfate and sodium linear alkyl benzene sulfonate wherein the alkyl chain of the sulfonate averages 11.8 carbon atoms in length.

<sup>\*\*</sup> A commerically-available sodium montmorillonite clay having an ion-exchange capacity of about 100 meq./100 g.

<sup>\*\*\*</sup> A commercially-available sodium montmorillonite clay having an ion-exchange capacity of about 85-100 meq./100 g.

It can be seen from Table I that Compositions 1, 4 and 5 of the instant invention provide softening benefits superior to built detergent formulations containing no claw softening agents and softening benefits comparable to those obtained with a commercial fabric softening rinse additive.

Compositions 1, 4 and 5 of the instant invention also provide excellent cleaning and detergency when employed in washing solutions at the specified concentrations.

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Substantially similar detergency and softening results are obtained when the anionic surfactant mixture in Composition 1, 4 or 5 (Table 1) is replaced with an equivalent amount of 2-acetoxy-tridecane-1-sulfonic acid; sodium methyl-α-sulfopalmitate; sodium β-methoxyoctsdecyl-sulfonate; sodium coconut alkyl ethylene glycol ether sulfonate or the sodium salt of the sulfuric acid ester of the reaction product of one mole of tallow fatty alcohol and three moles of ethylene oxide.

obtained when the anionic surfactant mixture in Commosition

1, 4 or 5 (Table I) is replaced with an equivalent amount of

3(N,N-dimethyl-N-alkylammonio)-propane-1-sulfonate or 3(N,N-dimethyl-N-alkylammonio)-2-hydroxypropane-1-sulfonate wherein

in both compounds the alkyl group averages 14.8 carbon atoms

in length; 3(N,N-dimethyl-N-hexadecylammonio)-propane-1
sulfonate; 3(N,N-dimethyl-N-hexadecylammonio)-2-hydroxy
propane-1-sulfonate; 3-(N-dodecylbenzyl-N,N-dimethylammonio)

-propane-1-sulfonate; (N-dodecylbenzyl-N,N-dimethylammonio)

acetate; 3-(N-dodecylbencyl-N,N-demethylammonio)propionate:

6-(N-dodecylbenzyl-N,N-demethylammonio)hexamoate; (N,N
diemthyl-N-hexadecylammonio)-acetate, or sodium 3-(dode-

Substantially similar detergency and softening are obtained when the sodium tripolyphosphate builder in Composition 1, 4 or 5 (Table I) is replaced with an equivalent amount of sodium nitrilotriacetate, sodium mellitate, sodium citrate or sodium carbonate.

Substantially similar detergency and softening are obtained when the clay softening agent in Compositions 1, 4 or 5 (Table I) is replaced with an equivalent amount of volchonskoits, nontronite, hectrite or sauconte all such clays having an ion-exchange capacity greater than 50 meg./100 g.

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In addition to the unexpected fabric softening benefits which the built laundry detergent compositions of this invention provide, there are other advantages which this invention makes possible. For instance, dye-transfer inhibition noted above is a significant advantage not commonly shared by ordinary fabric softening compositions.

herein which are deposited on the fabrics provide a soilrelease benefit. The clays are adsorbed by the fabrics being
washed providing an improved soil-release surface. The
bonefit from this treatment is that during subsequent washings,
stains and soils are more easily removed from the fabrics
es compared to a fabric which has not previously been exposed
to a treatment by the clay-containing compositions of this
invention. Still further, all of these benefits are enjoyed
without impairing the water-absorbent qualities of the
treated fabric. This is in marked contrast with ordinary
quaternary ammonium fabric softeners which may tend to

It is especially significant that each of the advantages described above in no wav impair or interfere with the general overall cleaning effectiveness of the detergent composition. The fact that these achievements are attained during the relatively brief span of a short washing cycle, for example about 6 to about 15 minutes, is especially noteworthy.

THE EMBODIMENTS OF THE INVENTION IN WHICH AN EXCLUSIVE PROPERTY OR PRIVILEGE IS CLAIMED ARE DIFINED AS FOLLOWS:

- A granular, built laundry detergent composition comprising:
  - (a) from about 2% to about 30% by weight of a non-scap synthetic detergent compound selected from the group consisting of anionic synthetic detergents,

ampholytic synthetic detorgents, zwitterionic synthetic detergents and mixtures thereof;

- (b) from about 10% to about 60% by weight of an organic or inorganic detergent builder salt; and
- (c) from about 1% to about 50% by weight of a smectite-type clay softening agent having an ion exchange capacity of at least about 50 meg/100 g.,

said composition providing a solution pH of from about 7 to about 12 when dissolved in water at a concentration of about 0.12% by weight.

- 2. A composition in accordance with Claim 1
- (a) wherein the synthetic detergent compound is an anionic synthetic detergent and is present to the extent of from about 5% to about 20% by weight;
- (b) wherein the builder salt is selected form the group consisting of alkali metal carbonates, alkali metal borates, alkali metal phosphates, alkali metal polyphosphates, alkali metal tripolyphosphates, alkali metal bicarbonates, alkali metal sulfates, water-soluble amino ployacetates, water-soluble salts of phytic acid, and water-soluble polyphosphonates and is present to the extent of from about 20% to

about 50% by weight; and

- (c) wherein the smectite-type clay softening agent is selected from the group consisting of diocta-hedral expandable three-layer alumino-silicates and trioctshedral expandable three-layer magnesium silicates and is present to the extent of from about 5% by weight to about 15% by weight.
- 3. A composition in accordance with Claim 2 wherein the smectite clay softening agent is selected from the group consisting of montmorillon-tes, volchonsknites, nontronites, hectorites and sauconites.
- 4. A composition in accordance with Claim 3 wherein the anionic surfactant is a water-soluble salt of an organic sulfuric reaction product containing an alkyl group of from about 8 to about 22 carbon atoms and a moiety selected from the group consisting of sulfuric acid ester moieties and sulfuric acid ester moieties.

- 5. A composition in accordance with Claim 4
  wherein the anionic surfactant is selected from the group
  consisting of sodium linear alkyl bensens sulfonate wherein
  the alkyl chain averages from about 10 to 18 carbon atoms
  in length, sodium tallow alkyl sulfate; 2-acetoxy-tridecane-1sulfonic acid; sodium methyl-q-sulfopalmitate; sodium
  β-methoxyoctadecylsulfonate; sodium coconut alkyl ethylene
  slycol ether sulfonate; the sodium salt of the sulfuric acid
  ester of the reaction product of one mole of tallow fatty
  aichol and three moles of ethylene oxide; and mixtures thereof.
- 6. A composition in accordance with Claim 5 wherein the builder salt is selected from the group consisting of sodium tripolyphosphate, sodium nitrilotriscetate, sodium mellitate, sodium citrate and sodium carbonate.
- 7. A composition in accordance with Claim 6 wherein the smectite-type clay softening agent is montmorillosite.
- 8. A composition in accordance with Claim 7 wherein the smectito-type clay softening agent is a sodium montmorillonite clay having an ion-exchange capacity of about 100 meg/100 g.
- 9. A cc position in accordance with Claim 7 wherein the smectite-type clay softening agent is a sodium mentmorillonite clay having an ion-exchange capacity of 85-100 meg/100 g.

10. A granular, built laundry detergent composition & comprising:

- (a) from about 5% to about 20% of a mixture, in a 1.22% weight ratio, of sedium tallow alkyl aulfate and sodium linear alkyl benzene sulfonate wherein the alkyl chain of the sulfonate averages about 12 carbon atoms in length;
- (b) from about 20% to about 50% of a sodium tripolyphosphate builder salt; and
- (c) from about 5% to about 15% of a sodium montmorillonite clay softening agent having an ion-exchange capacity of about 100 meg/100 g.
- 11. A process for the simultaneous laundering and softening of fabrics comprising contacting said fabrics with an aqueous medium containing from about 0.02% by weight to about 2% by weight of a composition in accordance with Claim 1.